

Message Text

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PAGE 01 FRANKF 01390 251027Z

53

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 125391

R 250949Z FEB 76
FM AMCONSUL FRANKFURT
TO SECSTATE WASHDC 3039
USDOC WASHDC
INFO AMEMBASSY BONN

UNCLAS FRANKFURT 1390

E.O. 11652: NA
TAGS: BEXP,GW
SUBJECT: WTDR/FTI: VON SCHARADER GMBH. & CO. KG.

REF: USDOC 01464

1. GERMANY 2. CNTRY CODE: 428 3. SER.NO: N/A
4. VON SCHARDER GMBH. & CO. KG.
4A. CODE: 4B. CODE: E
5. KINZIGHEIMERWEG 102
6. D 6450 HANAU GERMANY
7. ESTABL: 1969 8. EMPL: 19 9. SIZE: (20-X) MEDIUM
10. REPUTATION: (22-X) GOOD
11. SALES AREA: W. GERMANY (COMPLETE INFORMATION NOT AVAILABLE)
12. RPT. DATE: 02/76
13A. 28420/3 WHS. OF FLOOR CLEANING AND POLISHING PREPARATIONS,
RUG CLEANING PREPARATIONS.
13B. 35892/235 SREP. WHS. IM. OF COMMERCIAL FLOOR, RUG AND WALL
CLEANING MACHINES AND EQUIPMENT.
14. CONTACT: PETER JUERGEN REICHERT TITLE: MANAGER
15. CABLE: NONE 16. TELEX: N/A 17. TEL: 06181-32620
18. FINANCIAL REFS VOLKSBANK, HANAU
19. TRADE REFS: VAN SCHRADER MFG. CO., 1600 JUNCTION AVE., RACINE,
WI 53403.
20. FOREIGN FIRMS REPRESENTED: VON SCHRADER MFG. CO., RACINE, WI
53403 (RUG, UPHOLSTERY AND WALL CLEANING MACHINERY); FLOOR SYSTEMS,
RALEIGH, N.C., (CERTIFIED CHEMICAL & EQUIPMENTCO., CLEVELAND,
OH. (PORTABLE CLEANING EQUIPMENT)
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PAGE 02 FRANKF 01390 251027Z

21. THE FIRM IS REGISTERED AS LIMITED PARTNERSHIP WITH A CORPOR-

ATION (NOMINAL CAPITAL DM 20,000) AS LIABLE PARTNER; LIMITED PARTNER WITH AN INTEREST OF DM 80,000 IS MRS. HANNELORE REICHERT. ALTHOUGH THE FIRM BECAME WELL KNOWN UNDER ITS NAME: VON SCHRADER, WHICH IT INTENDS TO KEEP, SALES FOR THE U.S. FIRM VAN SCHRADER MFG. AMOUNT NOW TO ONLY 10 PERCENT OF ITS TOTAL ANNUAL SALES VOLUME OF ABOUT DM 5 MILLION. BESIDES 19 FULL-TIME EMPLOYEES THE FIRM EMPLOYS 30 SALESMEN/REPRESENTATIVES ON A FREE LANCE BASIS. THE FIRM OWNS NO REAL ESTATE, THE PROPERTY ON WHICH IT OPERATES IS OWNED BY MR. REICHERT. THE INVENTORY IS VALUED AT OVER DM 500,000; OTHER CAPITAL IS INVESTED IN EQUIPMENT. THE FINANCIAL SITUATION IS ORDERLY. NO DEROGATORY INFORMATION WAS RECEIVED ON PAYMENTS. RECOMMENDED AS A GOOD BUSINESS CONTACT FOR U.S. FIRMS.

22. PREPARED BY P. BARTOLSIC, APPROVED BY R.C. VAN VOORHEES AT U.S. CONSULATE GENERAL, FRANKFURT.LEHMANN

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NNN

Message Attributes

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Margaret P. Grafeld
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Review Release Date: n/a
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Secure: OPEN
Status: NATIVE
Subject: WTD/FTI: VON SCHARADER GMBH. & CO. KG.
TAGS: BEXP, GE
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